IN THE CLAIMS:

1-38. (Cancelled)

39. (Previously Presented)   A method for determining relationships of data associated with product placement in a retail space, the method comprising the steps of:

generating data relationships using data mining techniques, wherein the data relationships associate individual customers with information related to the individual customers;

generating spatial relationships using data mining techniques, wherein the spatial relationships include relative placement of products within the retail space;

integrating the data relationships with the spatial relationships to determine additional information concerning purchases by the customers;

wherein the spatial relationships further include associations of customer paths through the retail space with product placement within the retail space.

40.   (Cancelled)

41.   (Original)   The method of Claim 39, wherein the spatial relationships further include associations with customer paths through the retail space with products purchased.

42.   (Original)   The method of Claim 39, wherein the spatial relationships further include associations of product placement within the retail space with products purchased.

43.   (Original)   The method of Claim 39, wherein the information related to the individual customers includes demographic information about the individual customers gathered from a database.

44.   (Original)   The method of Claim 39, wherein the additional information is determined using data mining techniques.

45-52. (Cancelled)

53. (Previously Presented)   A data processing system for determining data relationships of data associated with product placement in a retail space, the data processing system comprising:

first generating means for generating data relationships using data mining techniques, wherein the data relationships associate individual customers with information related to the individual customers;

second generating means for generating spatial relationships using data mining techniques, wherein the spatial relationships include relative placement of products within the retail space;

means for integrating the data relationships with the spatial relationships to determine additional information concerning purchases by the customers;

wherein the spatial relationships further include associations of customer paths through the retail space with product placement within the retail space.

54.   (Cancelled)

55.   (Original)   The system of Claim 53, wherein the spatial relationships further include associations with customer paths through the retail space with products purchased.

56.   (Original)   The system of Claim 53, wherein the spatial relationships further include associations of product placement within the retail space with products purchased.

57.   (Original)   The system of Claim 53, wherein the information related to the individual customers includes demographic information about the individual customers gathered from a database.

58.   (Original)   The method of Claim 53, wherein the additional information is determined using data mining techniques.

Page 4 of 10
Busche et al. – 09/400,583